

Rana Seabrook ranaseabrook@gmail.com, 551-343-2978

Strategic people professional whose presence helps propel the business objectives forward, continuously improve processes and procedures, lower company costs through risk mitigation, and create attractive work environments that retain employees.

Career Highlights:

- Created a fair and equitable wage system for our hourly employees that surpasses MIT minimums in the states we operate in (La Colombe)
- Created and implemented a career ladder and training program in the cafes (La Colombe)
- Significantly decreased union grievances by 60% through manager training & relationship-building (OTG)
- Saved \$3,000,000 in unemployment liability (Aurify Brands)
- Implemented an automated payroll & benefits system (Company)
- Sourced, recruited, and onboarded 600 employees within 6 weeks (Uncommon Goods)
- Seamless company merger (Le Pain Quotidien) and acquisition (Maison Kayser)

La Colombe Coffee Roasters, New York, NY

6/21 – 12/23

Senior People Operations Partner, Retail and Wholesale

6/22 – 12/23

Continuing to create a people-first experience in two of the most significant business units, wholesale and cafés across 20 states, with 32 Cafes, servicing over 460 employees

- Leads team of two including HR Generalist and HR Field Manager; reports to COO
- Creates organizational design, career pathways, and succession plans for growth
- Develop and implement recruitment strategies across the organization
- Departmental budgeting based on the creation, execution, and feedback of talent reviews
- Facilitates design and execution of bonus programs, KPIs, and metrics for all levels
- Provides employee relations coaching and support to Senior leadership
- Develops diversity and inclusion plans across business units
- Design, complete, and communicate yearly comp studies and annual rewards
- Expanded the employee engagement program to all levels
- Sustainability lead for the people team, collaborating with other departments
- Collaborates with Legal Counsel on compliance with employment laws

Human Resources Business Partner

6/21 – 6/22

Cultivated the People experience for a world-class coffee brand that has 32 cafés in six states servicing over 400 employees

- Created, trained, and rolled out over 50 foundational operational and human resources documents
- Created and implemented a fair and equitable interview process which resulted in a 30% increase in the diversity of leadership
- Worked collaboratively to revamp the HRIS system
- Introduced a tangible career ladder in the cafes that expanded to three different business units with a 20% turnover rate
- Full-cycle recruiting hired 80% of leadership within the first year
- Assessed benefits, including bereavement benefits to non-traditional families, granted PTO to all employees at every level
- Handled over 20 employee relations cases with extensive research, investigations, and unbiased decisions

Aurify Brands, LLC, New York, NY

3/20 – 1/21

Director of Human Resources

Created policies that nurture employee growth and well-being and mitigate risk for the only licensed Five Guys company in New York City as well as the other brands, including the Meltshop, Little Beet, Little Beet Table, Fields Good Chicken, Le Pain Quotidien, and Maison Kayser- 1100 employees

- Led a team of 5 generalists, an HR admin, and HRIS manager
- Created a culture of accountability by introducing the RACI matrix and GAP analysis in each department and empowering leaders to be proactive
- Restructured departments and reorganized them to address areas of opportunity for more efficiency and employed outsourcing strategies to reduce the workload where necessary
- Revamped all human resources SOPs at the corporate level to ensure smooth change management

- Planned, developed, and designed strategic human resources initiatives and processes as it relates to COVID-19
- Created training and development strategies for Managers and above to mitigate potential human resources risks
- Key player in the planning and successful execution of mergers (LPQ) and acquisitions (Maison Kayser) with strict time and budget constraints
- Crafted an employee-focused handbook that covers laws in all operating states, including California
- Fully overhauled the HRIS to increase efficiency, minimize errors and reduce working minutes
- Worked collectively with the C-Suite to align yearly financial goals with rolling out new programs for employees
- Launched a pay equity project to identify and remedy all pay gaps, including protected classes and unexplained differences
- Raised the minimum wage of the company by \$1 in every locality
- Altered the recruitment strategy to exclude discrimination by socio-economic factors, revamped the recruitment efforts, interview tactics, and selections with a diverse lens through training and inserting human resources in all hiring procedures
- Launched a training Series, including:
 - Quarterly Training for Managers to combat discrimination and retaliation in all human resources functions, including recruiting
 - 1:1 coaching with People Operations Managers and Generalists on how to identify and rectify discrimination
 - Collaborated with the DE&I Director to launch employee resource groups
 - A book club to discuss the long-standing history of racism in the U.S.
- Created a PTO policy that was equitable for line-level Employees' Benefits and human resources costs
- Benefits and Human Resources Costs: significantly decreased the costs of medical insurance for line-level employees by more than \$40 weekly
- Slashed HRIS costs by 18% by negotiating pricing and fees while ensuring the continuation and enhancements of services
- Reduced the unemployment liability by over \$3M through training and successful progressive discipline implementation methods
- Saved 12% by switching to the 401k program, which will save 20% in the coming years
- Reduced costs from external providers, including Workers' Comp, Unemployment providers

Empowered Hospitality, New York, NY

6/19 – 3/20

Consultant

Consultant, Human Resources Directorial, and Managerial support for hospitality brands such as Aurify Brands, Sullivan Street Bakery, Wythe Hotel, Bergamo's, Naya, The Fat Radish, First Course New York City, and over 1000 employees spanning multiple states in the U.S.

- Served as Director of Benefits
 - Coordinated meetings for brokers, medical, dental, vision, ancillary benefits, and 401k
 - Supervised and consulted regarding strategic planning concerning medical plans
 - Facilitated contracts and the transition of a \$1.2M 401k policy within a tight timeframe
 - Administered leave management for over 600 employees (PFL, FMLA, Disability, and WC)
 - Organized and facilitated three successful open enrollments
 - Complete ACA compliance for all large employers
 - Automated 80% of the benefits processes, recommending, and enacting best practices
 - Introduced and presented new employee wellness programs to C-Suite Executives to entice new hires and increase employee retention
 - Continuous education regarding leave management and laws in the tri-state area
 - Completed unemployment claims and made policy suggestions based on trends
- Served as a Human Resources Director/Strategic Partner
 - Oversaw the selection of payroll and timekeeping systems for new restaurants and suggestions for existing ones
 - Creation of handbooks and in-house policies such as PTO, workers' compensation, tip pool, uniform, and leave policies
 - Recommendations for safety in the workplace training and initiatives
 - Created materials for and facilitated new hire orientation
 - Audited compliance concerning Safe and Sick Leave, Pay Stub Compliance, Hourly Wage Laws, and the New York Hospitality Wage Order

- Creation of practical performance management tools for hourly and exempt individuals
- Recommending policy changes and procedures based on business needs
- Heavily involved in the culture of creating workplaces where people thrive
- Advised clients on risk and ways to minimize and mitigate
- Effective support through EEOC claims
- Served as a Human Resources Manager
 - Built out several instances of HRIS systems for efficiency, including Paycom
 - Trained and coached operators (Coaching and Discipline, Respect in the Workplace, and HRIS Training)
 - Employee File Compliance
 - o I-9s, SSN No Match, Rehires, and edits
 - o Wage Forms
 - o Personnel
 - Required documents by locality
 - Directives for Managers with employee relations issues as well as proper documentation
 - Created and updated job descriptions
 - Facilitated and oversaw recruitment efforts
 - Maintained department records and organizational charts
 - Constant mentorship to more Junior Consultants and Associates
 - Internal projects: the creation of tools for better efficiency and facilitating weekly meetings
 - Subject matter expert on unions, handbooks, and benefits

OTG Management, New York, NY

4/18 – 9/19

LaGuardia Airport

Human Resources Generalist

Human Resources Generalist for one of the largest aero hubs in the tri-state area

- Conducted open houses and hiring events for future crew members
- Sourcing, hiring, background checks, and drug testing for salaried crew members
- Benefits (Medical, Dental, SSD, and 401k) administration for all employees
- Onboarding/offboarding, and everything in between for over 800 unions/non-union employees throughout four terminals
- Created training and orientation material by company policies
- Cultivated relationships and partnered with community organizations
- Conducted orientations and sexual harassment training for all employees
- Collected data through surveys to identify retention and human resources policy issues
- Compliance for New York Paid Sick Leave, minimum wage, and I9s FMLA, PFL, workers' comp, PTO, and bereavement leave for all employees
- Developed and maintained recognition programs
- Conducted open houses and hiring events for future crew members
- Employee verifications for all terminals and employees
- Managed employee relations, escalating complaints when necessary
- Led a team of three; an HR coordinator, corporate badge officer and recruiter

UncommonGoods, Brooklyn, NY

8/17 – 1/18

Seasonal Recruiter

Full cycle recruiting for over 1100 seasonal employees for a sustainable, B-Corp multi-million-dollar eCommerce company

- Drafted seasonal employment contracts using DocuSign, Greenhouse Recruiting, ADP workforce, and Greenhouse Onboarding
- Assisted in piloting a new onboarding experience for employees
- Full-cycle recruiting, including phone screens, coordinating and scheduling on-site 1:1 and group interviews, extending offers, background checks, WOTC, orientation, training, terminations, and offboarding
- Sourced candidates for specialized customer service, warehouse, drop-ship, and artwork roles via LinkedIn, Twitter, Facebook, Job Fairs, and personal network
- Used google sheets to track employee progress throughout the hiring process
- Ensured employee authorization by actively collecting the proper documents and using eVerify
- Facilitated and participated in blameless lookbacks post-mortem

ARAMARK Corporation, New York, NY
Brooklyn Cyclones/New York Mets

5/14 – 4/18

Human Resources Assistant**6/15 – 4/18**

Human Resources Assistant in food service for a global company with over 270,000 employees

- Onboarded and collected over 1000 new hire paperwork, including I-9 verification and ensuring all information was entered correctly
- Scheduled all new hires and returning employees for applicable orientations and training
- Distribution and maintenance of employee uniforms and IDs
- Responded to employee inquiries and rectified issues, escalating when necessary
- Maintained the integrity of confidential information and filing personnel files
- Assisted with employee events and recruiting as needed

Education

Rutgers University, Newark, NJ

M.A.: Human Resources (May 2024)

Saint Johns University, New York, NY

B.A.: Marketing